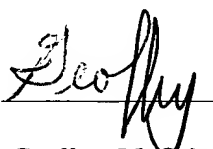
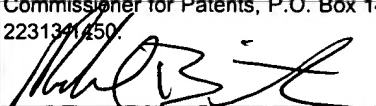


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<b>TRANSMITTAL LETTER</b> (General - Patent Pending)			Docket No. 98-112
In Re Application Of: WALKER et al.			
Serial No. 09/221,099	Filing Date December 28, 1998	Examiner Pierre E. Elisca	Group Art Unit 3621
Title: PRE-SALE DATA BROADCAST SYSTEM AND METHOD			
<p style="text-align: center;"><u>TO THE COMMISSIONER FOR PATENTS:</u></p> <p>Transmitted herewith is:</p> <p><b>Supplemental Information Disclosure Statement (5 pp.);</b> <b>PTO Form-1449 (6 pp.) and references cited therein (60); and</b> <b>Return Receipt Postcard.</b></p> <p>in the above identified application.</p> <p><input type="checkbox"/> No additional fee is required.</p> <p><input type="checkbox"/> A check in the amount of _____ is attached.</p> <p><input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. 50-0271 as described below.</p> <p><input checked="" type="checkbox"/> Charge the amount of \$180.00</p> <p><input checked="" type="checkbox"/> Credit any overpayment.</p> <p><input checked="" type="checkbox"/> Charge any additional fee required.</p> <div style="text-align: right;"><p><b>RECEIVED</b> JUL 07 2004 <b>GROUP 3600</b></p></div> <div style="display: flex; justify-content: space-between; align-items: flex-end;"><div> _____ Signature <b>Geoffrey M. Gelman</b> Agent for Applicants PTO Registration No. 51,727 (203) 461-7331/phone (203) 461-7300/fax  <b>CUSTOMER NO. 22927</b> Ggelman@walkerdigital.com</div><div><p>Dated: June 30, 2004</p></div></div>			
CC:		<div style="border: 1px solid black; padding: 5px;"><p>I certify that this document and fee is being deposited on June 30, 2004 with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.</p> _____ Signature of Person Mailing Correspondence  <b>Michael D. Brinton</b> Typed or Printed Name of Person Mailing Correspondence</div>	

PATENT



Application Serial No.: 09/221,099  
Attorney Docket No.: 98-112

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: WALKER et al.

Serial No.: 09/221,099

Filing Date: December 28, 1998

For: PRE-SALE DATA BROADCAST  
SYSTEM AND METHOD

) Examiner: Pierre E. Elisca  
)  
) Group Art Unit: 3621  
)  
) Attorney Docket No: 98-112  
)  
) **CUSTOMER NO.: 22927**  
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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as priority mail in an envelope with sufficient postage and addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: 06/30/04 By:

  
Michael D. Brinton

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

Applicants submit herewith patents, publications or other information of which they are aware that they believe may be material to the examination of this application, and in respect of which, there may be a duty to disclose.

The filing of this information disclosure statement shall not be construed as a representation that a thorough search has been made, an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists. Nor shall the filing of this information disclosure statement be construed as an admission against interest in any manner.

This Information Disclosure Statement is filed in accordance with 37 C.F.R. §§1.56, 1.97 and 1.98. The items listed on the accompanying Form PTO-1449 may be deemed to be pertinent

to the above-identified application and are made of record to assist the Patent and Trademark Office in its examination of this application. The Examiner is respectfully requested to fully consider the items listed on the enclosed copy of Form PTO-1449 and to independently ascertain their teaching.

1. ☐ Applicants respectfully direct the Examiner's attention to the pending U.S. patent applications listed on the enclosed Form PTO-1449. The Examiner is respectfully requested to fully consider and independently ascertain the teachings and relevance of those applications with respect to the instant application. Applicants would be pleased to provide the Examiner with a copy of these applications upon request.
2. ☐ For each of the items listed on the enclosed copy of Form PTO-1449 that is not in the English language, a European Search Report from a counterpart European application is enclosed. Such items are marked as reference letter(s): \_\_\_\_\_  
\_\_\_\_\_.
3. ☐ For each of the items listed on the enclosed copy of Form PTO-1449 that is not in the English language, a concise explanation of the relevance of that item is incorporated in the specification of the above-identified application. Such items are marked as reference letter(s): \_\_\_\_\_.
4. ☐ No fee is believed to be due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed in compliance with:  
  
☐ 37 C.F.R. §1.97(b)(1), within three months of the filing date of the above-identified application.  
  
☐ 37 C.F.R. §1.97(b)(2), within three months of the date of entry into the national stage as set forth in §1.491.

- ☐ 37 C.F.R. §1.97(b)(3), before the mailing date of a first Office Action on the merits.
5. ☐ No fee is believed to be due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed in compliance with 37 C.F.R. 1.97(c), after the period specified in paragraph 4 above but before the mailing date of a final action or a Notice of Allowance (where there has been no prior final action), and is accompanied by one of the certifications pursuant to 37 C.F.R. §1.97(e) set forth in paragraph 9 below.
6. ☒ A fee is due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed in compliance with 37 C.F.R. §1.97(c) after the period specified in paragraph 4 above but before the mailing date of a final action or a Notice of Allowance (where there has been no prior final action). The fee due under 37 C.F.R. §1.17(p) is to be paid as set forth in paragraph 10 below.
7. ☐ A fee is due under 37 C.F.R. §1.17(i)(1) for this Information Disclosure Statement since it is being filed in accordance with 37 C.F.R. §1.97(d), after the mailing date of a final action or a Notice of Allowance, but before the payment of the issue fee, and is accompanied by:
- a. one of the certifications pursuant to 37 C.F.R. §1.97(e) set forth in paragraph 9 below; and
  - b. this document is to be considered as a petition requesting consideration of the information disclosure statement.
  - c. the fee due under 37 C.F.R. §1.17(i)(1) which is paid as set forth in paragraph 10 below.
8. ☐ A fee is due under 37 C.F.R. §1.17(i)(1) for this Information Disclosure Statement since it is being filed in compliance with:

☐ 37 C.F.R. §1.313(b)(3), after the issue fee has been paid and information cited in this Information Disclosure Statement may render at least one claim unpatentable and is accompanied by the attached Petition to Withdraw Application from Issue;

☐ 37 C.F.R. §1.313(b)(5), after the issue fee has been paid and information cited in this Information Disclosure Statement is to be considered in a Continuation application upon abandonment of the instant application and is accompanied by the attached Petition to Withdraw Application from Issue.

9. ☐ I hereby certify:

☐ that each item of information contained in the items listed on the enclosed copy of Form PTO-1449 was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. A copy of such communication is enclosed.

☐ that no item of information contained or listed on the enclosed copy of Form PTO-1449 was cited in a communication from a foreign patent office in a counterpart foreign application and, to the knowledge of the undersigned after making reasonable inquiry, no item of information was known to any individual designated in §1.56(c) more than three months prior to the filing of this Information Disclosure Statement.

10. ☒ Please accept payment of the fees due as indicated below:

☐ A check in the amount of \$180.00 is enclosed in payment of the fee due under 37 C.F.R. 1.17(p).

[X] The Commissioner is hereby authorized to charge \$180.00 to Deposit Account No. 50-0271 in payment of the fee due under 37 C.F.R. §1.17(p).

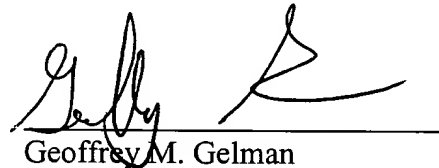
11. [X] The Commissioner is hereby authorized to charge any additional fees which may be required for this Information Disclosure Statement, or credit any overpayment to Deposit Account No. 50-0271. A copy of this authorization is attached.

12. [ ] No fee is believed to be due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed concurrently with a Request for Continued Examination.

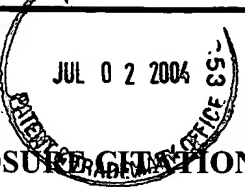
Respectfully submitted,

June 30, 2004

Date



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 <b>INFORMATION DISCLOSURE CITATION</b>	Docket Number 98-112	Serial Number 09/221,099
	Applicants WALKER et al.	
	Filing Date December 28, 1998	Group Art Unit 3621

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIAT E

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**FOREIGN PATENT DOCUMENTS**

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No
	A	GB 2 109 305 A	06/2/83	United Kingdom				
	B	EP 0 512 509 A2	11/11/92	Europe				
	C	WO 98/06050	02/12/98	PCT				
	D	WO 98/28699	07/02/98	PCT				
	E	PCT/US 99/21720	03/23/00	International Search Report				


**OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)**

	F	"New Wave Marketing", Promotion Times, An SCA Quarterly Newsletter - First Quarter, undated.
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**EXAMINER**

**DATE CONSIDERED:**

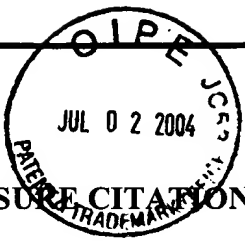
**EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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		Applicants WALKER et al.	
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OTHER DOCUMENTS <i>(Including author, Title, Date, Pertinent Pages, Etc.)</i>	
G	Brochure: "Reaching In New Directions", First Data Corp., Merchant Services, undated.
H	Cook, Louise, "ConsumerWatch: Clip, Snip, Save", The Associated Press, March 12, 1984, Business News Section.
I	"Global, Second-Generation, and Frequent-Buyer Set New Trends", Marketing News, June 7, 1985, Vol. 19, No. 12, pg. 18, ISSN: 0025-3790.
J	Lacher, Lisa, "Coupon Gimmick Registers Profits", Business Dateline, Business Record, December 7, 1987, Vol. 83, No. 47, Section 1 at Pg. 1.
K	Stevens, Lawrence, "Hypermarket Challenge", Computerworld, December 19, 1988, Section: Software & Services at Pg. 25.
L	McIntyre, Faye, "Small businesses may prefer alternatives to advertising.", South Dakota Business Review, June 1989, Vol. 47, No. 4, pg. 1(4), ISSN: 0038-3260.
M	"Safeway Introduces Store-Generated Coupons", PR Newswire, May 1, 1990.
N	Ramirez, Anthony, "The Pizza Version of Dialing '911'", The New York Times, September 9, 1991, Late Edition - Final, Section D, Pg. 1, Column 3, Financial Desk.
O	Blattenberg, Robert C., "Interactive marketing: exploiting the age of addressability.", Sloan Management Review, September 22, 1991, Section: Vol. 33, No. 1, pg. 5, ISSN: 0019-848X.
P	O'Kane, Gerry, "Parking your car by computer", South China Morning Post, March 23, 1993, Section: Supplement at Pg. 3.
Q	McDowell, Bill, "Frequency marketing builds repeat business; Management", Information Access Company, a Thomson Corporation Company, Reed Publishing USA, Building Supply Home Centers, August 1993, No. 2, Vol. 165, Pg. 96, ISSN: 0890-9008.
R	Arend, Mark, "Debit frenzy? Not quite, but getting there", ABA Banking Journal, April 1994, Vol. 86, No. 4, pp. 57-61, ISSN: 0194-5947.
S	Rubel, Chad, "Young firm armed with technology fights an old giant; ETM to Ticketmaster: Let's rock", American Marketing Association, Marketing News TM, June 19, 1995 at Pg. 2.
<b>EXAMINER</b>	<b>DATE CONSIDERED:</b>
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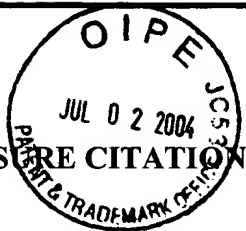
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		Applicants		
		WALKER et al.		
		Filing Date	Group Art Unit	
		December 28, 1998	3621	

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T		"Tecmark Reward Terminal", Tecmark Services, Inc., Copyright 1996, ( <a href="http://www.tecmarkinc.com/terminal.htm">http //www tecmarkinc com/terminal htm</a> ).
U		McKinney, Jeff, "Merchant program could pay off for Provident", The Cincinnati Enquirer, March 24, 1996, Section: Financial at Pg. E02.
V		"Staples The Office Superstore to Participate in Visa 'Rewards for Your Home' Promotion; Savings will be offered to thousands of Visa Staples customers.", Business Wire, March 25, 1996, p3251164.
W		"Retailers in small N.D. town join forces (Discount Points Corp launches Discount Points, a multi-retailer consumer discount program), Tire Business, April 29, 1996, Vol. 14, No. 2, pg. 10.
X		Wagner, Jim, "Cameras Tell Mall What Door You Use, How Often You Go", Albuquerque Tribune, August 9, 1996, Section: Evening at Pg. A3.
Y		Fickenscher, Lisa, "Amex to Start Free Rewards Program with Discounts on Merchandise", The American Banker, October 18, 1996, Section: Credit/Debit/ATMS at Pg. 10.
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BB		Bonnici, Joseph et al., "Consumer issues in coupon usage: An exploratory analysis", Journal of Applied Business Research, Winter 1996/1997, Vol. 13, No. 1, Pg. 31-40, ISSN: 0892-7626, CODEN: JPBEBK.
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DD		Fickenscher, Lisa, "Merchant: American Express Seeks to Mine Its Data on Cardholder Spending Patterns", The American Banker, March 24, 1997, Section: Credit/Debit/ATMS at Pg. 20.

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## INFORMATION DISCLOSURE CITATION

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## OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

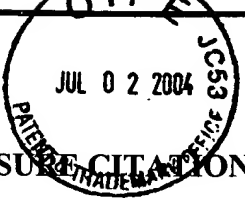
EE	"Dispensing the future", Lafferty Publications Limited, Electronic Payments International, May 1997, Section: Feature at Pg. 12.
FF	"Grocery shopping goes on line in many markets; Technology spurs remote ordering concept", The Dallas Morning News, May 12, 1997, Section: Business at Pg. 2D.
GG	"Industry Briefs", Phillips Business Information, Inc., Card News, June 9, 1997, Vol. 12, No. 11.
HH	Popyk, Bob, "Turn customers into torchbearers", Information Access Company, a Thomson Corporation Company, National Trade Publications, Boating Industry, September 1997, No. 9, Vol. 60, Pg. 33, ISSN: 0006-5404.
II	Hoeschen, Brad, "Brookfield Square hopes mall card strikes a chord", The Business Journal of Milwaukee Inc., Business Dateline, Business Journal-Milwaukee, September 12, 1997, Vol. 14, No. 50 at Pg. 19.
JJ	"Acxiom Case-in-Point Case Study - Bloomingdale's Inc.", "Pushing Technology's Edge Upscale department store applies database for profit", ( <a href="http://www.acxiom.com/cip-cs-b.htm">http://www.acxiom.com/cip-cs-b.htm</a> ), download date: September 23, 1997.
KK	"NCR 7452 Workstation -- Beyond Traditional POS", ( <a href="http://www.ncr.com/product/retail/products/catalog/7452.shtml">http://www.ncr.com/product/retail/products/catalog/7452.shtml</a> ), download date: September 23, 1997.
LL	"From Our Family to Yours...5 Weeks of Coupon Values for a Valuable Customer", Shoprite, Wakefern Food Corporation, Copyright 1998.
MM	Heller, Al, "Chain Pharmacy: Forecast '98: New Technology Advances Pharmacy Productivity", Lebhar-Friedman Inc., Drug Store News, January 12, 1998 at Pg. CP29.
NN	"Advanced Mechanics Internet Specials", ( <a href="http://www.metroplexweb.com/advcpn2.htm">http://www.metroplexweb.com/advcpn2.htm</a> ), download date: March 12, 1998.
OO	Website: "New Partners, more exciting rewards: The Membership Rewards program for 1998.", ( <a href="http://www.americanexpress.com/rewards/news/docs/1998new_mr.shtml">http://www.americanexpress.com/rewards/news/docs/1998new_mr.shtml</a> ), download date: March 12, 1998.

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		Applicants WALKER et al.	
		Filing Date December 28, 1998	Group Art Unit 3621
<b>OTHER DOCUMENTS</b> <i>(Including author, Title, Date, Pertinent Pages, Etc.)</i>			
PP	Website: "U.P.C. Coupon Code Guidelines Manual", ( <a href="http://www.uc-council.org/d31-3.htm">http //www uc-council org/d31-3 htm</a> ), download date: March 12, 1998.		
QQ	Rubinstein, Ed, "Internet Continues To Fortify Takeout Sector For Operators", Lebhar-Friedman Inc., Nation's Restaurant News, March 23, 1998 at Pg. 55.		
RR	Information Packet: "My Points® - Universal Rewards Currency", MotivationNet, Inc." April 1998.		
SS	Hemsley, Steve, "Research and destroy; Point-of-purchase research provides brand managers...", Centaur Communications Ltd., Marketing Week, April 16, 1998, Section: Point Of Purchase at pp. 33-36.		
TT	"WellsPark Group Lauches 'V.I.P. Rewards'; the Most Comprehensive Relationship Marketing Program Ever Created by a Mall Developer", Business Wire, Inc., May 19, 1998.		
UU	"Catching Red Light Runners", Business Communications Company, Advanced Transportation Technology News, June 1998, Vol. 5, No. 2.		
VV	Amato-McCoy, Deena, "Co-Branded Acme Credit Card Rewards Loyal Users", Information Access Company, A Thomson Corporation Company, Capital Cities Media Inc., Supermarket News, June 15, 1998, Pg. 17, ISSN: 0039-5803.		
WW	"Acme Markets, U.S. Bancorp Debut visa Rewards Card", Phillips Business Information, Inc., Card News, June 22, 1998, Vol. 13, No. 12.		
XX	Rubinstein, Ed, "Technology: Prepaid program lets Galleria guests dine 'a la Card'", Nations's Restaurant News, ( <a href="http://www.nrn.com">http //www nrn com</a> ), June 29, 1998.		
YY	"DataCard Partners With CSI To Offer Card-Based Loyalty Solution To Merchants", Business Wire, Inc., July 9, 1998.		
ZZ	Albright, Mark, "Grocery savings via Web coupons", Times Publishing Company, St. Petersburg Times, July 22, 1998, Section: Business at Pg. 1E.		
AAA	Campos, Frellie, "Discount shopping program extended to residents.", Pacific Business News, September 21, 1998, Vol. 36, Issue 27, pg. 32, 3/5p, ISSN: 0030-8552.		
EXAMINER		DATE CONSIDERED:	
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		Filing Date December 28, 1998	Group Art Unit 3621
<b>OTHER DOCUMENTS</b> <i>(Including author, Title, Date, Pertinent Pages, Etc.)</i>			
	BBB	"Garage management needs", "Unit Tracking with The General Manager Professional", ( <a href="http://www.dacobusy.com/garage/idxgarg.htm">http://www.dacobusy.com/garage/idxgarg.htm</a> ), download date: March 16, 1999.	
	CCC	"Route Sales Automation - Track customers, orders, sales, and inventory! Route accounting...", "Point of sale system carried in the palm of your hand", ( <a href="http://www.dacobusy.com/">http://www.dacobusy.com/</a> ), download date: March 16, 1999.	
	DDD	"Alphatech, Inc., Looking To The Future", ( <a href="http://www.alphatech.com/">http://www.alphatech.com/</a> ), download date: March 25, 1999.	
	EEE	"Alphatech: Technologies and Projects", ( <a href="http://www.alphatech.com/secondary/techpro/compvis.html">http://www.alphatech.com/secondary/techpro/compvis.html</a> ), download date: March 25, 1999.	
	FFF	"IMPS: Vehicle License Plate Recognition System", "IMPS <sup>TM</sup> Integrated Multi-Pass System State of the Art Vehicle License Plate Recognition System", ( <a href="http://www.singapore.com/optasia/imps">http://www.singapore.com/optasia/imps</a> ), download date: March 25, 1999.	
	GGG	"MSTAR main", "Moving and Stationary Target Acquisition and Recognition (MSTAR)", ( <a href="http://www.alphatech.com/secondary/techpro/projects/mstar/MSTAR_TopLevel.html">http://www.alphatech.com/secondary/techpro/projects/mstar/MSTAR_TopLevel.html</a> ), download date: March 25, 1999.	
	HHH	"Welcome to Q Lube!", ( <a href="http://www qlube.com/">http://www qlube.com/</a> ), download date: March 25, 1999.	
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